



WDAF-TV

Kevork
ORDER

Print Date 10/17/12 Page 1 of 11

Flight Dates 10/09/12-11/05/12

| | | | | |
|--|----------------------------|--|---------------------|----------|
| <u>Contract / Revision</u> | 554378 | <u>Product</u> | <u>Order Sep</u> | 00:15:00 |
| <u>Original Date / Revision</u> | | <u>Agency Com</u> | <u>Estimate #</u> | 1139 |
| | 06/20/12 10/17/12 | <u>Billing Contact</u> | <u>Alt Order #</u> | 09744338 |
| <u>Advertiser</u> | Democratic Senatorial Camp | <u>Agency</u> | <u>Billing Type</u> | Cash |
| | | 1010 Wisconsin Ave NW Suite 800 Washington, DC 20007 | <u>Order Type</u> | GENERAL |
| <u>Agency</u> | Great American Media | <u>Billing Cycle</u> | EOM/EOC | |
| <u>Buying Contact</u> | | <u>Billing Calendar</u> | BROADCAST | |
| 1010 Wisconsin Ave NW Suite 800 Washington, DC 20007 | | <u>Demographic</u> | A35+ | |
| | | <u>Rev Codes</u> | SP-POL ISS | POL |
| | | <u>Product Codes</u> | PL2B | |
| | | <u>Priority</u> | 1 | |
| | | <u>Advertiser Ref</u> | | |

Primary Account Executive

Dan Driscoll

| <u>Account Executive</u> | <u>Order%</u> | <u>Start Date</u> | <u>End Date</u> |
|--------------------------|---------------|-------------------|-----------------|
| Dan Driscoll | 100% | | |

Order Share 26% Market Value 665942

| <u>Competing Station</u> | <u>% of Order</u> | <u>Amount</u> |
|--------------------------|-------------------|---------------|
| KCPT | % | 0 |
| KCTV | 26% | 173145 |
| KCWE | 1% | 6659 |
| KMBC | 29% | 193123 |
| KMCI | % | 0 |
| KPXE | % | 0 |
| KSHB | 17% | 113210 |
| KSMO | 1% | 6659 |

Order Totals

| <u>Month</u> | <u># of Spots</u> | <u>Net Amount</u> | <u>Gross Amount</u> | <u>Rating</u> | <u>Start Date</u> | <u>End Date</u> | <u># Spots</u> | <u>Net Amount</u> | <u>Gross Amount</u> |
|---------------|-------------------|---------------------|---------------------|---------------|-------------------|-----------------|----------------|-------------------|---------------------|
| October 2012 | 160 | \$106,539.00 | \$125,340.00 | 0.00 | 10/01/12 | 10/28/12 | 160 | \$106,539.00 | \$125,340.00 |
| November 2012 | 73 | \$40,634.25 | \$47,805.00 | 0.00 | 10/29/12 | 11/05/12 | 73 | \$40,634.25 | \$47,805.00 |
| Totals | 233 | \$147,173.25 | \$173,145.00 | 0.00 | | | | | |

Billing Plan

| <u>Ln</u> | <u>Ch</u> | <u>Start</u> | <u>End</u> | <u>Inventory Code</u> | <u>Break</u> | <u>Start/End Time</u> | <u>Days</u> | <u>Len</u> | <u>Spots</u> | <u>Rate</u> | <u>Pri</u> | <u>Rtg</u> | <u>Type</u> | <u>Spots</u> | <u>Amount</u> |
|-----------|-----------|--------------|------------|--------------------------|--------------|-----------------------|-------------|------------|--------------|-------------|------------|------------|-------------|--------------|---------------|
| E 1 | 4 | 10/09/12 | 11/02/12 | M-F 5-530a M-F 5-530a | CM-AII | 5-530a | -TWTF-- | :30 | 2 | \$265.00 | 3 | 0.00 | NM | 8 | \$2,120.00 |

FOX 4 NEWS AT 5A

| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |
|-------------------|-----------------|-----------------|-------------------|-------------|---------------|
| Week: 10/08/12 | 10/14/12 | -TWTF-- | 2 | \$265.00 | 0.00 |
| Week: 10/15/12 | 10/21/12 | -TWTF-- | 2 | \$265.00 | 0.00 |
| Week: 10/22/12 | 10/28/12 | -TWTF-- | 2 | \$265.00 | 0.00 |
| Week: 10/29/12 | 11/04/12 | -TWTF-- | 2 | \$265.00 | 0.00 |

| | | | | | | | | | | | | | | | |
|-----|---|----------|----------|--------------------|--------|-----------------------------|---------|-----|---|----------|---|------|----|---|------------|
| E 2 | 4 | 10/09/12 | 11/02/12 | M-F 6-7a 6-630a | CM-AII | 6-630a (6:00 AM-6:30 AM) | -TWTF-- | :30 | 1 | \$525.00 | 3 | 0.00 | NM | 3 | \$1,575.00 |
|-----|---|----------|----------|--------------------|--------|-----------------------------|---------|-----|---|----------|---|------|----|---|------------|

FOX 4 NEWS

| <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> |
|-------------------|-----------------|-----------------|-------------------|-------------|---------------|
| Week: 10/08/12 | 10/14/12 | -TWTF-- | 1 | \$525.00 | 0.00 |
| Week: 10/15/12 | 10/21/12 | ----- | 0 | \$0.00 | 0.00 |
| Week: 10/22/12 | 10/28/12 | -TWTF-- | 1 | \$525.00 | 0.00 |



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Contract / Revision**554378**Flight Dates **10/09/12-11/05/12**Hiatus DatesOriginal Date / Revision

06/20/12/ 10/17/12

Order Sep 00:15:00Advertiser **Democratic Senatorial Cam** Product **DSCC IE**Estimate # **1139**

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | | |
|------------|----------|-------------------|-----------------|----------------------|--------|-------------------------------|----------|-----|-------|-------------|-----|---------------|------|--------|------------|--|
| | | | | | | | | | | | | | | Spots | Amount | |
| E 2 | 4 | 10/09/12 | 11/02/12 | M-F 6-7a 6-630a | CM-All | 6-630a (6:00 AM-6:30 AM) | -TWTF-- | :30 | 1 | \$525.00 | 3 | 0.00 | NM | 3 | \$1,575.00 | |
| FOX 4 NEWS | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | 10/29/12 | 11/04/12 | | -TWTF-- | | 1 | \$525.00 | | | 0.00 | | | | | | |
| E 3 | 4 | 10/09/12 | 11/02/12 | M-F 6-7a 630-7a | CM-All | 630-7a (6:30 AM-7:00 AM) | -TWTF-- | :30 | 2 | \$525.00 | 3 | 0.00 | NM | 7 | \$3,675.00 | |
| FOX 4 NEWS | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | 10/08/12 | 10/14/12 | | -TWTF-- | | 2 | \$525.00 | | | 0.00 | | | | | | |
| Week: | 10/15/12 | 10/21/12 | | -TWTF-- | | 1 | \$525.00 | | | 0.00 | | | | | | |
| Week: | 10/22/12 | 10/28/12 | | -TWTF-- | | 2 | \$525.00 | | | 0.00 | | | | | | |
| Week: | 10/29/12 | 11/04/12 | | -TWTF-- | | 2 | \$525.00 | | | 0.00 | | | | | | |
| E 4 | 4 | 10/09/12 | 11/02/12 | M-F 7-9a 7-8a | CM-All | 7-8a (7:00 AM-8:00 AM) | -TWTF-- | :30 | 2 | \$450.00 | 3 | 0.00 | NM | 7 | \$3,150.00 | |
| FOX 4 NEWS | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | 10/08/12 | 10/14/12 | | -TWTF-- | | 2 | \$450.00 | | | 0.00 | | | | | | |
| Week: | 10/15/12 | 10/21/12 | | -TWTF-- | | 1 | \$450.00 | | | 0.00 | | | | | | |
| Week: | 10/22/12 | 10/28/12 | | -TWTF-- | | 2 | \$450.00 | | | 0.00 | | | | | | |
| Week: | 10/29/12 | 11/04/12 | | -TWTF-- | | 2 | \$450.00 | | | 0.00 | | | | | | |
| E 5 | 4 | 10/09/12 | 11/02/12 | M-F 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | -TWTF-- | :30 | 1 | \$450.00 | 3 | 0.00 | NM | 3 | \$1,350.00 | |
| FOX 4 NEWS | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | 10/08/12 | 10/14/12 | | -TWTF-- | | 1 | \$450.00 | | | 0.00 | | | | | | |
| Week: | 10/15/12 | 10/21/12 | | ----- | | 0 | \$0.00 | | | 0.00 | | | | | | |
| Week: | 10/22/12 | 10/28/12 | | -TWTF-- | | 1 | \$450.00 | | | 0.00 | | | | | | |
| Week: | 10/29/12 | 11/04/12 | | -TWTF-- | | 1 | \$450.00 | | | 0.00 | | | | | | |
| E 6 | 4 | 10/09/12 | 11/02/12 | M-F 9-10a 9-930a | CM-All | 9-930a (9:00 AM-9:30 AM) | -TWTF-- | :30 | 2 | \$250.00 | 1 | 0.00 | NM | 7 | \$1,750.00 | |
| FOX 4 NEWS | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | 10/08/12 | 10/14/12 | | -TWTF-- | | 2 | \$250.00 | | | 0.00 | | | | | | |
| Week: | 10/15/12 | 10/21/12 | | -TWTF-- | | 1 | \$250.00 | | | 0.00 | | | | | | |
| Week: | 10/22/12 | 10/28/12 | | -TWTF-- | | 2 | \$250.00 | | | 0.00 | | | | | | |
| Week: | 10/29/12 | 11/04/12 | | -TWTF-- | | 2 | \$250.00 | | | 0.00 | | | | | | |
| E 7 | 4 | 10/09/12 | 11/02/12 | M-F 9-10a 930-10a | CM-All | 930-10a (9:30 AM-10:00 AM) | -TWTF-- | :30 | 1 | \$250.00 | 1 | 0.00 | NM | 3 | \$750.00 | |
| FOX 4 NEWS | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | 10/08/12 | 10/14/12 | | -TWTF-- | | 1 | \$250.00 | | | 0.00 | | | | | | |
| Week: | 10/15/12 | 10/21/12 | | ----- | | 0 | \$0.00 | | | 0.00 | | | | | | |
| Week: | 10/22/12 | 10/28/12 | | -TWTF-- | | 1 | \$250.00 | | | 0.00 | | | | | | |
| Week: | 10/29/12 | 11/04/12 | | -TWTF-- | | 1 | \$250.00 | | | 0.00 | | | | | | |
| E 8 | 4 | 10/13/12 | 11/03/12 | Sa 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | -----S- | :30 | 1 | \$400.00 | 3 | 0.00 | NM | 4 | \$1,600.00 | |
| FOX 4 NEWS | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | 10/08/12 | 10/14/12 | | -----S- | | 1 | \$400.00 | | | 0.00 | | | | | | |
| Week: | 10/15/12 | 10/21/12 | | -----S- | | 1 | \$400.00 | | | 0.00 | | | | | | |
| Week: | 10/22/12 | 10/28/12 | | -----S- | | 1 | \$400.00 | | | 0.00 | | | | | | |
| Week: | 10/29/12 | 11/04/12 | | -----S- | | 1 | \$400.00 | | | 0.00 | | | | | | |
| E 9 | 4 | 10/14/12 | 11/04/12 | Su 7-9a 8-9a | CM-All | 8-9a (8:00 AM-9:00 AM) | -----S | :30 | 1 | \$400.00 | 3 | 0.00 | NM | 3 | \$1,200.00 | |



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Contract / Revision

554378

Flight Dates 10/09/12-11/05/12

Hiatus Dates

Original Date / Revision

06/20/12/ 10/17/12

Order Sep 00:15:00

Advertiser Democratic Senatorial Campaign Committee DSCC IE

Estimate # 1139



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Contract / Revision

554378

Flight Dates 10/09/12-11/05/12

Hiatus Dates

Original Date / Revision

06/20/12/ 10/17/12

Order Sep 00:15:00

Advertiser Democratic Senatorial Campaign Committee DSCC | E

Estimate # 1139



WDAF-TV

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554378

Flight Dates 10/09/12-11/05/12

Hiatus Dates

Original Date / Revision

06/20/12/ 10/17/12

Order Sep 00:15:00

Advertiser Democratic Senatorial Cam Product DSCC IE

Estimate # 1139

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | | |
|------------------------------------|-----------|-------------------|-----------------|--------------------|--------|-----------------------|------------------|-----------|-------|-----------------|-----|-----------------|------|-------------|------------|-------------|
| | | | | | | | | | | | | | | Spots | Amount | |
| E 22 | 4 | 10/11/12 | 11/01/12 | Thursday Prime B | CM-All | 8p-9p | ---T--- | :30 | 1 | \$2,100.00 | 2 | 0.00 | NM | 0 | \$0.00 | |
| FOX Prime Thursday 8-9p | | | | | | | | | | | | | | | | |
| BONES | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | 10/15/12 | 10/21/12 | ----- | | | 0 | \$0.00 | | | 0.00 | | | | | | |
| Week: | 10/22/12 | 10/28/12 | ----- | | | 0 | \$0.00 | | | 0.00 | | | | | | |
| Week: | 10/29/12 | 11/04/12 | ---T--- | | | 1 | \$2,100.00 | | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | | | | <u>Weekdays</u> | | <u>Length</u> | | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> |
| 4 | 4 | 10/29/12-11/04/12 | | Thursday Prime B | | 8p-9p | | | | ---Th---- | | :30(\$2,100.00) | | 0.00 | NM | |
| Credited | | | | | | | | | | | | | | | | |
| E 23 | 4 | 10/09/12 | 11/02/12 | M-F 9-10p | CM-All | 9-930p | -TWTF-- | :30 | 2 | \$1,100.00 | 3 | 0.00 | NM | 7 | \$7,700.00 | |
| 9-930p (9:00 PM-9:30 PM) | | | | | | | | | | | | | | | | |
| FOX 4 NEWS | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | 10/08/12 | 10/14/12 | -TWTF-- | | | 2 | \$1,100.00 | | | 0.00 | | | | | | |
| Week: | 10/15/12 | 10/21/12 | -TWTF-- | | | 1 | \$1,100.00 | | | 0.00 | | | | | | |
| Week: | 10/22/12 | 10/28/12 | -TWTF-- | | | 2 | \$1,100.00 | | | 0.00 | | | | | | |
| Week: | 10/29/12 | 11/04/12 | -TWTF-- | | | 2 | \$1,100.00 | | | 0.00 | | | | | | |
| E 24 | 4 | 10/09/12 | 11/02/12 | M-F 9-10p | CM-All | 930-10p | -TWTF-- | :30 | 2 | \$1,100.00 | 3 | 0.00 | NM | 7 | \$7,700.00 | |
| 930-10p (9:30 PM-10:00 PM) | | | | | | | | | | | | | | | | |
| FOX 4 NEWS | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | 10/08/12 | 10/14/12 | -TWTF-- | | | 2 | \$1,100.00 | | | 0.00 | | | | | | |
| Week: | 10/15/12 | 10/21/12 | -TWTF-- | | | 1 | \$1,100.00 | | | 0.00 | | | | | | |
| Week: | 10/22/12 | 10/28/12 | -TWTF-- | | | 2 | \$1,100.00 | | | 0.00 | | | | | | |
| Week: | 10/29/12 | 11/04/12 | -TWTF-- | | | 2 | \$1,100.00 | | | 0.00 | | | | | | |
| E 25 | 4 | 10/09/12 | 11/02/12 | M-F 10-1030p | CM-All | 10-1030p | -TWTF-- | :30 | 2 | \$1,100.00 | 3 | 0.00 | NM | 8 | \$8,800.00 | |
| M-F 10-1030p M-F 10-1030p | | | | | | | | | | | | | | | | |
| FOX 4 NEWS AT 10P | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | 10/08/12 | 10/14/12 | -TWTF-- | | | 2 | \$1,100.00 | | | 0.00 | | | | | | |
| Week: | 10/15/12 | 10/21/12 | -TWTF-- | | | 2 | \$1,100.00 | | | 0.00 | | | | | | |
| Week: | 10/22/12 | 10/28/12 | -TWTF-- | | | 2 | \$1,100.00 | | | 0.00 | | | | | | |
| Week: | 10/29/12 | 11/04/12 | -TWTF-- | | | 2 | \$1,100.00 | | | 0.00 | | | | | | |
| E 26 | 4 | 10/09/12 | 11/02/12 | M-F 1030-1102p | CM-All | 1030-1102p | -TWTF-- | :30 | 2 | \$500.00 | 3 | 0.00 | NM | 8 | \$4,000.00 | |
| M-F 1030-1102p | | | | | | | | | | | | | | | | |
| FOX 4 NEWS AT 1030P M-F FOX 4 NEWS | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | 10/08/12 | 10/14/12 | -TWTF-- | | | 2 | \$500.00 | | | 0.00 | | | | | | |
| Week: | 10/15/12 | 10/21/12 | -TWTF-- | | | 2 | \$500.00 | | | 0.00 | | | | | | |
| Week: | 10/22/12 | 10/28/12 | -TWTF-- | | | 2 | \$500.00 | | | 0.00 | | | | | | |
| Week: | 10/29/12 | 11/04/12 | -TWTF-- | | | 2 | \$500.00 | | | 0.00 | | | | | | |
| E 27 | 4 | 11/03/12 | 11/03/12 | Sa 9-10p | CM-All | 9-930p | -----S- | :30 | 1 | \$1,000.00 | 1 | 0.00 | NM | 0 | \$0.00 | |
| 9-930p (9:00 PM-9:30 PM) | | | | | | | | | | | | | | | | |
| FOX 4 NEWS | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |
| Week: | 10/29/12 | 11/04/12 | -----S- | | | 1 | \$1,000.00 | | | 0.00 | | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | | <u>Description</u> | | <u>Start/End Time</u> | | | | <u>Weekdays</u> | | <u>Length</u> | | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> |
| 4 | 4 | 10/29/12-11/04/12 | Sa 9-10p | | | 9-930p | (9:00 PM-9:30 P- | -----Sa-- | | :30(\$1,000.00) | | | | 0.00 | NM | |
| Credited | | | | | | | | | | | | | | | | |
| E 28 | 4 | 10/21/12 | 11/04/12 | Su 9-10p | CM-All | 9-930p | -----S | :30 | 1 | \$1,200.00 | 2 | 0.00 | NM | 2 | \$2,400.00 | |
| 9-930p (9:00 PM-9:30 PM) | | | | | | | | | | | | | | | | |
| FOX 4 NEWS | | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | | <u>Rate</u> | | <u>Rating</u> | | | | |



WDAF-TV

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| Contract / Revision | | 554378 | Flight Dates 10/09/12-11/05/12 | | | Hiatus Dates | | | | | |
|--|-------------------|-------------------|--------------------------------|-------------------------------------|-----------------------|-----------------------------|-----------------|---|-------------|------------|-------------|
| Original Date / Revision | | 06/20/12/ | 10/17/12 | | | Order Sep 00:15:00 | | | | | |
| Advertiser Democratic Senatorial Cam Product DSCC IE | | | Estimate # 1139 | | | | | | | | |
| | | | | | | | | | | | |
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Totals | | | |
| E 28 | 4 | 10/21/12 | 11/04/12 | Su 9-10p 9-930p | CM-All | 9-930p (9:00 PM-9:30 PM) | -----S | :30 1 \$1,200.00 2 0.00 NM 2 \$2,400.00 | | | |
| FOX 4 NEWS | | | | | | | | | | | |
| | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: 10/15/12 | 10/21/12 | -----S | | 1 | \$1,200.00 | 0.00 | | | | | |
| Week: 10/22/12 | 10/28/12 | ----- | | 0 | \$0.00 | 0.00 | | | | | |
| Week: 10/29/12 | 11/04/12 | -----S | | 1 | \$1,200.00 | 0.00 | | | | | |
| E 29 | 4 | 10/14/12 | 11/04/12 | SU 1030-1102p Su 1030-1102p | CM-All | 1030-1102p | -----S | :30 1 \$500.00 2 0.00 NM 4 \$2,000.00 | | | |
| FOX 4 NEWS AT 1030P | | | | | | | | | | | |
| | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: 10/08/12 | 10/14/12 | -----S | | 1 | \$500.00 | 0.00 | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> |
| 1 | 4 | 10/08/12-10/14/12 | SU 1030-1102p | | 1030-1102p | | -----Su | :30 | \$500.00 | 0.00 | NM |
| * | | | | | | | | | | | |
| | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: 10/15/12 | 10/21/12 | -----S | | 1 | \$500.00 | 0.00 | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> |
| 2 | 4 | 10/15/12-10/21/12 | SU 1030-1102p | | 1030-1102p | | -----Su | :30 | \$500.00 | 0.00 | NM |
| | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: 10/22/12 | 10/28/12 | -----S | | 1 | \$500.00 | 0.00 | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> |
| 3 | 4 | 10/22/12-10/28/12 | SU 1030-1102p | | 1030-1102p | | -----Su | :30 | \$500.00 | 0.00 | NM |
| | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: 10/29/12 | 11/04/12 | -----S | | 1 | \$500.00 | 0.00 | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> |
| 4 | 4 | 10/29/12-11/04/12 | SU 1030-1102p | | 1030-1102p | | -----Su | :30 | \$500.00 | 0.00 | NM |
| E 30 | 4 | 10/09/12 | 11/02/12 | M-F 1102-1132p M-F 1102p-1132p | CM-All | M-F 1102p-1132p | -TWTF-- | :30 1 \$600.00 1 0.00 NM 7 \$4,200.00 | | | |
| | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: 10/08/12 | 10/14/12 | ----- | | 1 | \$600.00 | 0.00 | | | | | |
| | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: 10/15/12 | 10/21/12 | ----- | | 2 | \$600.00 | 0.00 | | | | | |
| | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: 10/22/12 | 10/28/12 | ----- | | 2 | \$600.00 | 0.00 | | | | | |
| | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: 10/29/12 | 11/04/12 | ----- | | 2 | \$600.00 | 0.00 | | | | | |
| E 31 | 4 | 10/14/12 | 11/04/12 | NFL Late Game NFL on FOX 330p | CM-All | 330p-CC | -----S | :30 1 \$2,100.00 2 0.00 NM 1 \$2,100.00 | | | |
| | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: 10/08/12 | 10/14/12 | -----S | | 1 | \$2,100.00 | 0.00 | | | | | |
| | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: 10/15/12 | 10/21/12 | ----- | | 0 | \$0.00 | 0.00 | | | | | |
| | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: 10/22/12 | 10/28/12 | ----- | | 0 | \$0.00 | 0.00 | | | | | |
| | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: 10/29/12 | 11/04/12 | -----S | | 1 | \$2,100.00 | 0.00 | | | | | |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u> | | <u>Start/End Time</u> | | <u>Weekdays</u> | <u>Length</u> | <u>Rate</u> | <u>Rtg</u> | <u>Type</u> |
| 4 | 4 | 10/29/12-11/04/12 | NFL Late Game | | 330p-CC | | -----Su | :30(\$2,100.00) | 0.00 | 0.00 | NM |
| Credited | | | | | | | | | | | |
| E 32 | 4 | 10/24/12 | 10/26/12 | World Series World Series on FOX | CM-All | 7p-CC (6:30 PM-7:00 PM) | --WTF-- | :30 2 \$4,000.00 1 0.00 NM 2 \$8,000.00 | | | |
| | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: 10/22/12 | 10/28/12 | --WTF-- | | 2 | \$4,000.00 | 0.00 | | | | | |
| E 33 | 4 | 10/27/12 | 10/28/12 | World Series World Series on FOX | CM-All | 7p-CC (6:30 PM-7:00 PM) | -----SS | :30 1 \$4,000.00 1 0.00 NM 1 \$4,000.00 | | | |
| | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | |
| Week: 10/22/12 | 10/28/12 | -----SS | | 1 | \$4,000.00 | 0.00 | | | | | |
| E 34 | 4 | 10/13/12 | 10/14/12 | | CM-All | 3p-CC | -----SS | :30 1 \$1,100.00 3 0.00 NM 0 \$0.00 | | | |



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Hiatus Dates

Original Date / Revision 06/20/12/ 10/17/12

Order Sep 00:15:00

Advertiser Democratic Senatorial Cam Product DSCC IE

Estimate # 1139

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | <u>Totals</u> | | | | | | | | | | | | | |
|---|----|-------------------|-------------------------|------------------------|-------------------|----------------|---------|--------------|----------|------------|------|------|---------------|-------|------------|--|--|--|--|--|--|--|--|--|--|--|
| | | | | | | | | | | | | | Type | Spots | Amount | | | | | | | | | | | |
| MLB Championship Serie | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MLB Championship Serie: (6:30 PM-7:00 PM) | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MLB NLCS | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Start Date End Date Weekdays Spots/Week Rate Rating | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: 10/08/12 10/14/12 -----SS 1 \$1,100.00 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Spot | Ch | Date Range | Description | | Start/End Time | | | | Weekdays | Length | Rate | Rtg | Type | | | | | | | | | | | | | |
| 1 | 4 | 10/08/12-10/14/12 | MLB Championship Series | 3p-CC | (6:30 PM-7:00 PM) | SaSu | :30 | (\$1,100.00) | 0.00 | NM | | | | | | | | | | | | | | | | |
| Credited | | | | | | | | | | | | | | | | | | | | | | | | | | |
| E 35 | 4 | 10/15/12 | 10/17/12 | MLB Championship Serie | CM-All | 3p-CC | MTW---- | :30 | 1 | \$1,100.00 | 3 | 0.00 | NM | 0 | \$0.00 | | | | | | | | | | | |
| MLB Championship Serie: (6:30 PM-7:00 PM) | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MLB NLCS | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Start Date End Date Weekdays Spots/Week Rate Rating | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: 10/15/12 10/21/12 MTW---- 1 \$1,100.00 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Spot | Ch | Date Range | Description | | Start/End Time | | | | Weekdays | Length | Rate | Rtg | Type | | | | | | | | | | | | | |
| 2 | 4 | 10/15/12-10/21/12 | MLB Championship Series | 3p-CC | (6:30 PM-7:00 PM) | MTW---- | :30 | (\$1,100.00) | 0.00 | NM | | | | | | | | | | | | | | | | |
| Credited | | | | | | | | | | | | | | | | | | | | | | | | | | |
| E 36 | 4 | 10/22/12 | 11/05/12 | M-F 9-10a | CM-All | 9-930a | M----- | :30 | 1 | \$250.00 | 3 | 0.00 | NM | 3 | \$750.00 | | | | | | | | | | | |
| 9-930a (9:00 AM-9:30 AM) | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FOX 4 NEWS | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Start Date End Date Weekdays Spots/Week Rate Rating | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: 10/22/12 10/28/12 M----- 1 \$250.00 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: 10/29/12 11/04/12 M----- 1 \$250.00 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: 11/05/12 11/11/12 M----- 1 \$250.00 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| E 37 | 4 | 10/22/12 | 11/05/12 | M-F 10-11a | CM-All | 10-11a | M----- | :30 | 1 | \$175.00 | 2 | 0.00 | NM | 3 | \$525.00 | | | | | | | | | | | |
| M-F 10-11a | | | | | | | | | | | | | | | | | | | | | | | | | | |
| LIVE WITH KELLY | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Start Date End Date Weekdays Spots/Week Rate Rating | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: 10/22/12 10/28/12 M----- 1 \$175.00 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: 10/29/12 11/04/12 M----- 1 \$175.00 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: 11/05/12 11/11/12 M----- 1 \$175.00 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| E 38 | 4 | 10/22/12 | 11/05/12 | M-F 12p-1p | CM-All | 1230-1p | M----- | :30 | 1 | \$250.00 | 3 | 0.00 | NM | 3 | \$750.00 | | | | | | | | | | | |
| 1230-1p (12:30 PM-1:00 PM) | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FOX 4 NEWS | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Start Date End Date Weekdays Spots/Week Rate Rating | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: 10/22/12 10/28/12 M----- 1 \$250.00 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: 10/29/12 11/04/12 M----- 1 \$250.00 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: 11/05/12 11/11/12 M----- 1 \$250.00 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| E 39 | 4 | 10/15/12 | 11/05/12 | M-F 5-6p | CM-All | 5-530p | M----- | :30 | 1 | \$575.00 | 3 | 0.00 | NM | 4 | \$2,300.00 | | | | | | | | | | | |
| 5-530p (5:00 PM-5:30 PM) | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FOX 4 NEWS | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Start Date End Date Weekdays Spots/Week Rate Rating | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: 10/15/12 10/21/12 M----- 1 \$575.00 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: 10/22/12 10/28/12 M----- 1 \$575.00 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: 10/29/12 11/04/12 M----- 1 \$575.00 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: 11/05/12 11/11/12 M----- 1 \$575.00 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| E 40 | 4 | 10/15/12 | 11/05/12 | M-F 5-6p | CM-All | 530-6p | M----- | :30 | 1 | \$575.00 | 3 | 0.00 | NM | 4 | \$2,300.00 | | | | | | | | | | | |
| 530-6p (5:30 PM-6:00 PM) | | | | | | | | | | | | | | | | | | | | | | | | | | |
| FOX 4 NEWS | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Start Date End Date Weekdays Spots/Week Rate Rating | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: 10/15/12 10/21/12 M----- 1 \$575.00 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: 10/22/12 10/28/12 M----- 1 \$575.00 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: 10/29/12 11/04/12 M----- 1 \$575.00 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Week: 11/05/12 11/11/12 M----- 1 \$575.00 0.00 | | | | | | | | | | | | | | | | | | | | | | | | | | |
| E 41 | 4 | 10/15/12 | 11/05/12 | | CM-All | 6-630p | M----- | :30 | 1 | \$700.00 | 3 | 0.00 | NM | 4 | \$2,800.00 | | | | | | | | | | | |



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554378

Flight Dates 10/09/12-11/05/12

Hiatus Dates

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Advertiser Democratic Senatorial Campaign Committee DSCC IE

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Order Sep 00:15:00

Advertiser Democratic Senatorial Cam Product DSCC IE

Estimate # 1139

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals | |
|-------------|----|----------------|----------|-------------------------|------------|----------------|---------|-----|-------|------------|-----|------|------|--------|-----------------|
| | | | | | | | | | | | | | | Spots | Amount |
| N68 | 4 | 10/27/12 | 10/27/12 | MLB Championship Series | CM-All | 3p-CC | -----S- | :30 | 1 | \$2,000.00 | 1 | 0.00 | NM | 0 | \$0.00 |
| MLB NLCS | | | | | | | | | | | | | | | |
| Spot | Ch | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| 1 | 4 | Week: 10/22/12 | 10/28/12 | -----S- | 1 | \$2,000.00 | 0.00 | | | | | | | | |
| Credited | | | | | | | | | | | | | | | |
| N69 | 4 | 10/18/12 | 10/18/12 | MLB Championship Series | CM-All | 3p-CC | ---T--- | :30 | 1 | \$1,100.00 | 3 | 0.00 | NM | 1 | \$1,100.00 |
| MLB NLCS | | | | | | | | | | | | | | | |
| Spot | Ch | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| 1 | 4 | Week: 10/15/12 | 10/21/12 | ---T--- | 1 | \$1,100.00 | 0.00 | | | | | | | | |
| N70 | 4 | 10/24/12 | 10/24/12 | MLB Championship Series | CM-All | 3p-CC | --W---- | :30 | 1 | \$1,100.00 | 3 | 0.00 | NM | 0 | \$0.00 |
| MLB NLCS | | | | | | | | | | | | | | | |
| Spot | Ch | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| 1 | 4 | Week: 10/22/12 | 10/28/12 | --W---- | 1 | \$1,100.00 | 0.00 | | | | | | | | |
| Credited | | | | | | | | | | | | | | | |
| N71 | 4 | 10/27/12 | 10/28/12 | World Series | CM-All | 7p-CC | -----SS | :30 | 2 | \$2,550.00 | 2 | 0.00 | NM | 2 | \$5,100.00 |
| WORLD SERIS | | | | | | | | | | | | | | | |
| Spot | Ch | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| 1 | 4 | Week: 10/22/12 | 10/28/12 | -----SS | 2 | \$2,550.00 | 0.00 | | | | | | | | |
| N72 | 4 | 10/30/12 | 11/02/12 | M-F 9-10p | CM-All | 930-10p | -TWTF-- | :30 | 1 | \$1,100.00 | 3 | 0.00 | NM | 1 | \$1,100.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| Spot | Ch | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| 1 | 4 | Week: 10/29/12 | 11/04/12 | -TWTF-- | 1 | \$1,100.00 | 0.00 | | | | | | | | |
| N73 | 4 | 10/30/12 | 11/02/12 | M-F 1030-1102p | CM-All | 1030-1102p | -TWTF-- | :30 | 1 | \$500.00 | 3 | 0.00 | NM | 1 | \$500.00 |
| FOX 4 NEWS | | | | | | | | | | | | | | | |
| Spot | Ch | Start Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | | | |
| 1 | 4 | Week: 10/29/12 | 11/04/12 | -TWTF-- | 1 | \$500.00 | 0.00 | | | | | | | | |
| | | | | | | | | | | | | | | Totals | 233\$173,145.00 |